SoftStyle™

THE NEW DIMENSION IN COLLECTION MANAGEMENT

PROGRESS IN PHILATELY

A NEW ISSUE

Philatelic Management System™
for the Personal Computer

The New Dimension In Philately

Stamp collecting opens new vistas on people, places and personal pleasure. But building a collection takes time, effort and expense. That's why managing your collection investment should be important to you. In the past, planning what you bought and controlling what you had would be done with hand kept records or in your head.

Now, with the SoftStyle Philatelic Management System, you can turn a personal computer into a powerful management tool to make your stamp collecting even more pleasurable. With this new system, your collection is efficiently planned and controlled, giving you more time to enjoy the fun and beauty of collecting.

Superior Software to Grow with Your Collection

The age of the computer has arrived with an impact felt in most aspects of our lives. The computer is a tool that entertains as well as works for us. Now, the personal computer has a new role in philately. SoftStyle announces a superior computer software package that can grow with everyone's collection management needs. Whether you've been collecting for 45 days or 45 years, it's designed for you. And if you don't have a personal computer you've found a reason to get one.

Bring Your Collection Information Under Control

Every collector has two elements to his collection: his present inventory and his desired inventory. Wouldn't it be nice to have a "want list"

naming those philatelic items you desire? Their current catalog prices? And wouldn't you be happier knowing exactly what items you have? What you paid for them? Where they are located? *Imagine* your collection information under control!
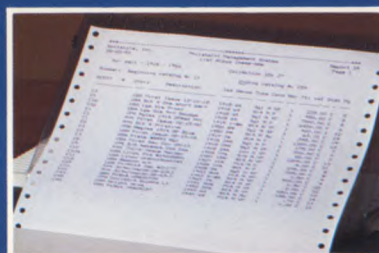
Track as Much Detail as You Need or Want

You can use this new system to consolidate all that information about what you have — or want to have — in your albums, stockbooks, folders and even cigar boxes. Using this system, you enter and store your collection data on the computer's diskettes. All information is automatically organized and cross-referenced by the software. What you get back is your collection information crisply displayed or printed, and organized into concise categories you might otherwise never have developed. At your request, you can get back summarized reports of *all* your important collection data.

Know the Value of Your Collection

Even the beginner likes to know how much his collection is worth, just for fun. Certainly the serious collector should know what his collection is worth. For the specialist, investor, or dealer, valuation is mandatory. With the realities of insurance and taxes, the collector should have an accurate reading of his collection's worth.

The SoftStyle Philatelic Management System has those items on file you've bought and sold — dealers and customers names are stored. Prices are identified individually and as a group. Catalog information is maintained and you have no doubt as to your collection's current value.

Get Fast, Accurate, Complete Information

The SoftStyle Philatelic Management System improves the efficiency and accuracy of your records management. It's fast—just touch a few keys and wait a few seconds. It's accurate—*you've* entered all the data. It's compact—a file drawer's worth of information on a few diskettes.

There's no limit to the number of stamps you can track. It manages multiple collections, allowing you to manage your collection as well as someone else's. Plus, it has a unique flexible capability to select and sort your data based on your personalized list of options.

Developed by Software Professionals and Philatelists

The SoftStyle Philatelic Management System has been developed by a team of software professionals and philatelists working together to design a system specifically for philatelists. The programming in this package is every bit as sophisticated as that done for a large business, because your inventory is as deserving of an accurate accounting as any business. There are over 40 programs in this package. We've provided everything you need to get started today, with flexibility for growth. You don't have to design and code a complex data base. SoftStyle has invested a year's time to assure the system accurately defines and responds to the needs of the stamp collector.

Easy to Use — and Totally Personalized

This system is powerful, yet easy to use. It does not require a computer specialist to make it work. A complete instruction manual, combined with instructions on the computer screen, makes it easy for you. You can convert any part of your collection when you want, and use your own coding schemes. For example, the catalog numbering system is personalized—you assign the numbers, not the computer—and you'll find it compatible with all major catalog numbering systems.

These features and capabilities make the SoftStyle system the most powerful available. State-of-the-art technology is used throughout.

Sample the New Dimension

To give you a chance to sample this comprehensive new system, a special Demonstration Package is available. It introduces computers in philately, shows you how the system works, and illustrates some key capabilities. You'll receive an informative demonstration manual and an easy-to-run demonstration diskette. If you don't have a personal computer, take the demonstration diskette to your nearest computer dealer and ask to see it run on one of their computers—they should be happy to accommodate a potential new customer. This complete Demonstration Package is available for only $15, which will be credited to you on any later purchase of the Complete Package.

Special Introductory Offer

The SoftStyle Philatelic Management System is regularly priced at $295. However, if you order before January 1, 1984, our special introductory price is $219, a savings of $76. Remember, you also receive a credit if you have purchased the Demonstration Package previously. To order, simply complete the attached postage paid order form.

Act Now, and bring the new dimension to your collection management.

SoftStyle™

SoftStyle™

SoftStyle, Inc.
7192 Kalanianaole Hwy., Suite 200
Honolulu, Hawaii 96825

(808) 396-6368

Philatelic Management System™

for the Personal Computer

PRODUCT HIGHLIGHTS

EASY TO USE, YET POWERFUL
- Menus of options
- Instructions are on screens
- Complete instruction manual
- Revisions are quick
- Flexible tailoring options
- Conversion at your leisure — large or small
- Multiple collection capability

ORGANIZES YOUR COLLECTION INFORMATION
- Alburns and other files
- Stamps, covers and other items
- Catalogs and price lists
- Original cost with current prices
- Dealers, exchangers and other contacts
- Current and past transactions

MONITORS ALL YOUR ITEMS
- Handles want lists
- Tracks bids and orders — also items bought, for sale or exchanged
- Manages items collected
- Assigns thorough descriptions and remarks
- Easily posts catalog prices to items

ANALYZES YOUR COLLECTION
- Fast retrieval of information — 20 reports or displays
- Lists ranges of data — summarized or detailed
- Specifies selecting and sorting rules
- Allows browsing through files

TECHNICAL SPECIFICATIONS

AVAILABLE ON POPULAR PERSONAL COMPUTERS
- IBM PC
- Apple Ⅱ, Apple Ⅱ + , Apple //e, & Apple ///
- Additional versions coming soon

HARDWARE REQUIREMENTS
- 64K memory
- Two diskette drives
- Printer recommended but optional
- Any monitor
- Operating system is supplied

ORDERING INFORMATION

DEMONSTRATION PACKAGE
- Illustrated demonstration manual
- Demonstration diskette
- Price of $15 — credited to purchase of Complete Package

PHILATELIC MANAGEMENT SYSTEM — COMPLETE PACKAGE
- Instruction manual
- Diskettes with over 40 programs
- Installation guide
- Demonstration Package, if you did not already order it and claim a credit
- Regular price $295
- Introductory price $219, until January 1, 1984

TO ORDER
- Prices include air shipping in U.S.
- MasterCard and Visa accepted
- Use attached postage paid order form
- Or write us and specify personal computer type
- Foreign orders, add $10 shipping/handling for each package
- Hawaii orders add 4% sales tax

SoftStyle™

Philatelic Management System™
for the Personal Computer

ORDER YOUR DEMONSTRATION PACKAGE OR THE COMPLETE PACKAGE TODAY!

DEMONSTRATION PACKAGE INCLUDES

Demonstration Diskette — Containing an easy-to-run sample of the system's programs. It shows you, on the computer, how the system can help make your collecting even more pleasurable.

Demonstration Manual — A comprehensive and beautifully illustrated introduction to personal computers in philately, explaining how the SoftStyle Philatelic Management System is leading the way.

COMPLETE PACKAGE INCLUDES

Program Diskettes — Containing over 40 sophisticated programs, specifically designed to get your collection information under control.

Instruction Manual — A professional book-shelf binder with sleeve. It is a clear, complete instructional guide to the system and how to make it work for you.

Installation Guide — Specific instructions for initially loading the system onto the brand of computer you own.

Demonstration Package — If you did not already order it and claim a credit.

. . . and your order will be shipped by air immediately upon receipt.

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Honolulu, Hawaii 96825-9990　　　　　　　**(808) 396-6368**

☐ Please send me the Demonstration Package for the Philatelic Management System. I understand that the $15 price will be applied to the purchase of the Complete Package, if I should decide to order it.

Demo Package . . . QTY __ @ $15 each . . . . $ _____

☐ Please send me the Complete Package for the Philatelic Management System. I understand that the introductory price of $219 is good through January 1, 1984. After that, the regular price is $295.

Complete Package (until 1/1/84) QTY __ @ $219 each . . $ _____
Complete Package (after 1/1/84) QTY __ @ $295 each . . $ _____

Foreign orders add $10 shipping/handling for each package . . . $ _____
Hawaii orders add 4% sales tax . . . . $ _____
Total Remittance . . . . $ _____

Payment by: ☐ Check/Money Order (enclose this order form with remittance)
　　　　　　　☐ MasterCard ☐ Visa

Charge Card Information:

Account Number

Interbank No. (MC Only)　　　　　　　　Exp. Date

Signature _____

Name _____

Address _____

City _____ State _____ Zip _____

Indicate your computer type:
　　☐ IBM PC　　　　　　　　　　　　☐ Apple //e　　☐ Apple ///

Additional versions to come soon. If you don't own a computer yet and want a Demonstration Package to help evaluate them, we suggest you indicate IBM PC or Apple //e.